CBS NEWS
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BIOGRAPHY

August 1975

IRV DRASNIN....CBS NEWS PRODUCER

Producer Irv Drasnin has examined, for CBS News, such wide-ranging subjects as China, football, the Senate civil-rights debate in 1963, dissent in the Soviet Union, health in America, and the television commercial.

Since 1968, Drasnin has devoted his time exclusively to television documentaries. He is one of the few American broadcast journalists to report from China, where he spent three months filming CBS REPORTS: "Shanghai" (1974). Earlier, he used his training in Chinese studies to produce and write the CBS News Special, "Misunderstanding China," which examined the myths and misconceptions Americans have about the Chinese, broadcast in conjunction with President Nixon's historic visit to China (Feb. 1972).

Drasnin's other broadcasts on international subjects include the CBS News Specials: "A Black View of South Africa," which documented the effects of apartheid (Dec. 1970); "Voices from the Russian Underground," in which Russian intellectuals described the suppression of dissent inside the Soviet Union (July 1970); and "Cuba: Ten Years of Castro," an examination of the regime of Fidel Castro (Nov. 1968).

Drasnin also has produced and written broadcasts dealing with diverse aspects of American life. His most recent assignment, CBS REPORTS: "Guns of Autumn" (Sept. 1975), is to examine hunting and

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hunters in America. The award-winning CBS REPORTS: "You and the Commercial" (April 1973) was the first network documentary to explore television advertising and its impact on the American viewer. The CBS News Special, "New Voices in the South" (March 1971) was a look at the changing political tides in the South. And, CBS REPORTS: "Health in America: The Promise and the Practice" (April 1970) focused on the quality and delivery of health care in the United States.

In 1969, Drasnin produced and wrote the CBS News Special, "Football: 100 years Old and Still Kicking," an examination of football, or a reflection of American life and values.

Drasnin has received many of broadcast journalism's most prestigious awards, including the Alfred I. duPont-Columbia University award, a Christopher award, and an Ohio State award for "You and the Commercial"; a Christopher award for "A Black View of South Africa"; and Ohio State award for "Health in America"; and a Saturday Review Television award for "Voices from the Russian Underground."

Drasnin joined CBS News, in 1961, as a writer for the "CBS Evening News" an various news specials. In 1962, he was named a producer of CALENDAR, a daily half-hour public affairs broadcast. The following year, he was assigned to the Los Angeles and Washington bureaus, respectively, where he produced daily CBS News coverage of the civil rights debate in the U.S. Senate (1963) and the Presidential campaign of Lyndon B. Johnson (1964).

He rejoined the staff of the "CBS Evening News" in 1964 as an associate producer, producing, among other stories, the coverage of the Selma, Ala., racial crisis; and, in 1965, the death and funeral of Sir Winston Churchill. He also produced and wrote "Synanon in Prison," an episode of THE TWENTIETH CENTURY, in 1966.

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Born in Charleston, W. Va., in March 1934, Drasnin was raised in Los Angeles. He received a B.A. degree in political science and international affairs from U.C.L.A., in 1956, and a Master's degree in East Asian studies, specializing in China, from Harvard University, in 1959. Drasnin now resides in New York City.

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